The Power of Advertising (pp. 90-91)

Advertising and well-being

**Read from “For all their diversity” to “the volume of advertising” and answer the following questions.**

1- What is the moral message conveyed by advertising?

2- Explain the difference between the “individual” and the “collective” power of advertisements.

Where does the power of advertisements come from?

3- According to the author, is there any link between the amount of consumer goods one accumulates and one’s well-being? Find examples of this in your personal life.

4- As a result, what is more likely to increase our quality of life?

5- Do you agree with the author on this point? Explain.

6- Which of the arguments below are ***for***advertising and which are ***against***?

*a. It is an efficient means of giving us information about a product.*

*b. It creates jobs.*

*c. It increases prices of goods due to unnecessary business costs.*

*d. It increases profits.*

*e. It provides no meaningful information about products.*

*f. It prevents better products from being introduced on to the market*

*g. It increases sales.*

*h. It increases people’s feeling of dissatisfaction.*